GENSTONE
REALTY

Just Listed/Sold Neighborhood Plan Workshop Summary

The Neighborhood Conversation Plan

When a property is recently listed or sold in its general neighborhood, go door to door informing neighbors about the property with a flyer. Give each neighbor a flyer and an overview of the property, which is information of interest. Then have a pleasant conversation with each neighbor to establish a relationship to learn about potential sellers or buyers (*it may include them.)*

Even if you get your own listings and sales, to generate enough business with this plan, use the new listings and sales from other agents in your office to contact the neighbors around those properties. Get permission from agents to contact the properties around their new listing or sale. Most likely, they will allow you because they use other methods for leads, plus you may get a buyer for that listing.

What Constitutes a Neighborhood?

The general neighborhood of your company's recently listed or sold property is the area where you go door-to-door handing out an announcement flyer. The number of neighbors you see is up to you and your availability. More is better since this is an easier way of building your business. If the general neighborhood has enough properties, doing at many as 100 is feasible and gives more opportunities for leads.

The Ultimate Object of the Plan

Establish a good relationship with each person for future business. Generate potential buyer and seller leads from the information you learn from each neighbor. Each neighbor is a seller and buyer at some future time. Therefore, getting a lead for the one just listed or sold is very possible.

Why This Is Effective

Because you have the information they want to know -- how similar is that new listing or sale to their house, and what's the price? Since you are not selling anything but instead bringing them the information they want to know, it's easy and enjoyable. The Just Listing and Just Sold Conversation Guides provide you with how to give the neighbors information they are interested in and then guides you to ask questions about them, creating an easy conversation that gives you valuable information about their future plans or about someone they know who might be thinking of buying or selling.

The Property Flyer

Print sufficient copies of the listing flyer for the planned distribution. Depending on what the listing agent wants, you could use the existing flyer with your card stapled or hand your card separate from the flyer. Another option is to make your own flyer with your contact information, but it also needs to contain the listing agent's name.

Just Listed Conversation Guide Attitude

At the door, introduce yourself, establishing a friendly manner. If the neighbor immediately appears defensive, thinking you are a door-to-door salesperson, tell them you are there to give information that might be helpful.

You are having conversations with people in the neighborhood to establish a relationship with them. As a result, you are making friends who may help you build your business.

Just Listed Conversation Guide Steps

1. Friendly greeting and introduce yourself
2. Find something to compliment, comment on, or ask about
3. Hand the flyer and give the brief property description and price
4. Ask if the neighbor is aware of anyone thinking of buying or selling
5. Ask questions to get to know the neighbor
6. Thanks for the conversation, and repeat your name
7. Call the neighbor by name as you say goodbye

Just Listed Conversation Guide

Good morning/afternoon/evening. My name is _____ with GenStone Realty. How are you today?

[Notice something interesting about their property or the person at the door, comment, or ask a question about it. Then announce the new listing since most neighbors are curious about it and its price.]

I am here to let you know about the property our company *(or I, when it's yours)* **recently put on the market in your neighborhood at** *(property address)*. **It has __ bedrooms, __ baths, and** *[add any other important descriptions]*. **It's on the market at $_____.**

[Ask if they know of any potential buyers for the neighborhood, not just that property.]

Are you aware of anyone who might be thinking of buying or selling?

[If they have any names, capture them. Most will not, so hand them your card to ask them to let you know if one comes to mind later.]

If you think of any in the future, here is my card, and I will appreciate it when you let me know.

[Now find out about them and understand their future plans. Finally, respond appropriately after each question to strengthen the relationship.]

- **How long have you lived here?**
- **Where did you move from?**
- **What brought you here?**

- **What helped you decide on this property?**
- **If you were to move in the future, where would it be?**
- **Have you thought about the timing of that?**

[When appropriate, thank them for the conversation, make sure you know their name, and repeat yours.]

Thank you for your time. Again, my name is _____ with GenStone Realty, and yours?

[Unless you got it previously and remember it, be sure to get their name now and use it as you let them know you enjoyed the conversation.]

(__name__), **I have enjoyed talking with you. I hope we can meet again. Goodbye.**

[When out of sight, write, or better, voice record all the information about them, you remember. If the conversation was positive, enter this person into your follow-up system.]

<u>Just Sold Conversation Guide</u>

[At the door, introduce yourself, establishing a friendly relationship. Remember, you are not out trying to sell the listing or hoping to get buyer leads. Instead, you are having conversations with people in the neighborhood to establish a relationship with them. As a result, you make friends who may help you build your business.]

Good morning/afternoon/evening. My name is _____ with GenStone Realty. How are you today?

[Notice something interesting about their property or the person at the door, comment, or ask a question about it. Then announce the sold listing since most neighbors are curious about it and its price.]

I am here to let you know about the property our company *(or I, when it's yours)* **recently sold in your neighborhood at** *_(property address)_*. **It has __ bedrooms, __ baths, and** *[add any other important descriptions]*. **It sold while on the market at $_____.** *[If it's after closing, you may give the final price.]*

[Ask if they know of anyone who might be thinking of selling.]

Because other buyers were considering that property, are you aware of anyone who might be thinking about selling their property?

[If they have any names, capture them. Most will not, so hand them your card to ask them to let you know if one comes to mind later.]

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